044-454-4440-00E47

CONTRACT APPROVAL REQUEST

Promotion:	*TEXAS LIVE* **Marlboro Sponsorship**
Vendor:	Refugee Management Inc.
Financial Impact:	1995 - 10,000; $5,000 due upon execution of contract, the balance of $5,000 due on April 18 , 1995 1994 - $10,000
Project Manager:	Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in the Texas Live festival to be held on April 23, 1995 in Hemisphere Park in San Antonio, TX. This festival involves booth, banners and signage.

As the exclusive tobacco sponsor, Marlboro brand will have a major presence at this event through:

- The right to hang banners at promotional locations and other locations at the site of the Event to be mutually agreed upon;
- Conduct incentive distribution, couponing, tobacco sales among smokers twenty-one years of age and older at promotional locations throughout the Event area;
- A 10' x 22' booth location and three prominent kiosks to be used for the distribution of incentive items to smokers twenty-one years of age and older;
- Conduct on-site tobacco sales to smokers twenty-one years of age and older from promotional locations at the site;
- 30 complimentary admission tickets to the Event;
- Parking locations and parking passes in an amount reasonably requested by Philip Morris for each day of the Event; and,
- Recognition in advertising placed in connection with the event.

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Source: https://www.industrydocuments.ucsf.edu/docs/qfpn0004

Financial Elements:

This agreement covers Marlboro's arrangement with Refugee Management, Inc. and the brand's presence at the event. The total sponsorship fee will be $10,000, payable as stipulated above.

Vendor Selection:

Texas Live is one of the most prestigious events held during Fiesta Week in San Antonio, TX. In its sixth year of operatoin, Texas Live allows name generation, pack sales and signage opportunities. Section 36 strongly recommends participation in the event.

Budget Implications:

This sponsorship fee has been budgeted in our 1995 program.

Approvals:

J. Fontanez _____ _____

E. Moore _____ _____

I. Broeman **For your signature**

Accounting
J. Lawrence _____ _____

Budgets
M. Rucker _____ _____

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Source: https://www.industrydocuments.ucsf.edu/docs/qfpn0004